



GOVERNING **by** AFFECT

**Subjectivity and control
in times of post-industrial
economy**

A workshop of the
Collaborative Research Center
SFB 1171 *Affective Societies*,
Freie Universität Berlin

22–24 June 2017

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A F F E C T I V E S O C I E T I E S

Freie Universität



Berlin

Governing by Affect.

Subjectivity and control in times of post-industrial economy

Workshop, 22–24 June, 2017

Collaborative Research Center SFB 1171 “Affective Societies”

Freie Universität Berlin

Organization: Rainer Mühlhoff & Jan Slaby

Registration, directions & updates:

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ABOUT

In our networked societies, the ‘social’ and the ‘affective’ are being discovered as central to governing individual behavior. New instruments in marketing, corporate governance, politics and public administration address the individual less as a rationally deliberating, but as a socially and affectively co-dependent actor. Media interfaces are set up to gain and capitalize real-time knowledge of individuals’ affective states and social ties. Behavior is modulated by techniques such as ‘nudging’, social marketing and affective designs – in modern Human Resource Management, on social media platforms, in our ‘smart cities’. Together with the widespread adoption of Big Data technologies, these developments amount to a paradigm shift in governance that is yet to be understood by critical social and political philosophy. Based on a range of interdisciplinary contributions, our workshop will discuss this complex field of phenomena, mapping the challenges of critical social theory in the age of ‘affective societies’.

SCHEDULE

Thursday June 22nd

Venue: Institute of Philosophy, Habelschwerdter Allee 30, basement

- 14:00 *arrival and registration*
- 15:00 opening
- 15:30 Sociotechnical Ensembles and Affective Labour: Against emotional
management
Robert Seyfert, Universität Duisburg-Essen
- 16.45 *coffee break*
- 17:15 The Pain of Populism: Negative affect and the crisis of
representative democracy”
Will Davies, Goldsmiths, University of London
- ca. 19:00 *internal dinner*

Friday June 23rd

Venue: Habelschwerdter Allee 45, Room KL 32/202

- 9:15 Towards a Critical Neurogeography of Affective Governance
Jessica Pykett, University of Birmingham
- 10:30 *coffee break*
- 11:00 Immersive Power: Affective subjectivation in post-industrial
work cultures
Rainer Mühlhoff, Freie Universität Berlin
- 12:15 Affect in Control, Affect in Resistance
Martin Saar, Universität Leipzig
- 13:30 *lunch break*

- 15:00 Between Politics and Ethics: The question of subjectivation
Judith Revel, Université Paris Nanterre
- 16:15 Governing Homelessness and the Politics of Affect
Nadine Marquardt, Universität Bonn
- 17:30 *coffee break*
- 17:45 The Animality of Affect: Religion, Emotion, and Power
Donovan Schaefer, University of Oxford
- 20:00 *dinner*

Saturday June 24nd

Venue: Habelschwerdter Allee 45, Room KL 32/202

- 10:00 Mindful Labor
Melissa Gregg, Intel Corporation
- 11:15 *coffee break*
- 11:30 Between Subversion and Submission. Affects, codes and
subjectivation
Carolin Wiedemann
- 12:45 moderated discussion
- Ca. 13:30 lunch*

Schedule is subject to modifications.

Please check for updates on GoverningByAffect.wordpress.com

Registration

Participation is free but please register to enable our planning of the event.

Send E-Mail with Subject "Registration Governing by Affect"

to jorinde.schulz@posteo.de. Please include your name and affiliation (if applicable).